This overview of the comprehensive, eight-step Source Book highlights the information you could have at your fingertips – absolutely FREE – by becoming a participant in The Accommodation Program®.

Step 1
The Accommodation Program
Familiarizes you with The Accommodation Program and what it means to your business, your employees, and your customers.

Step 2
How to Arrange Your Seating and Table Settings
Helps you develop appropriate non-smoking and smoking sections by monitoring the seating preferences of your customers. You'll also learn how to use ventilation flow and architectural structures to maximum advantage.

Step 3
Enhancing Customer Service
Includes suggestions for training your staff on how to put the program into practice and the role of the owner/manager in providing an accommodating environment.

Step 4
Handling Customer Complaints
Features step-by-step instructions for handling customer complaints and managing such situations, should they arise.

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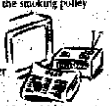
Step 5
Enhancing Your HVAC System
Explains how to enhance your HVAC system for maximum comfort throughout your restaurant. Also includes an 800-number directly connecting you with HVAC engineers who can discuss strategies for enhancing your HVAC system.

Step 6
Know Your Local/State Laws
Suggests where to find information on specific smoking regulations in your area.

Step 7
Signage
Explains where and how to use The Accommodation Program signage in your restaurant to communicate the smoking policy to your customers.

Step 8
Public Relations
Helps you promote your enhanced customer accommodations through the media.



If you found this overview helpful and would like to receive the complete 47-page Restaurant Source Book – and much more – just fill in, detach, and mail the reply card in this booklet or

call 1-800-929-1414.

Courtesy of Philip Morris Incorporated

YES, I'd like to participate in The Accommodation Program®.
Please send me FREE signage and program materials.

Your Name (Please print clearly) _____

Your Title _____

Business Name _____

Business Address (no P.O. boxes please) _____

City _____ State _____ Zip _____

Phone _____ Fax _____

(Check All That Apply)

Restaurant: ❑ Fine Dining ❑ Midscale ❑ Quick Service
❑ Hotel ❑ Bowling Center ❑ Shopping Mall ❑ Stadium/Arena
❑ Bar/Tavern ❑ Airport ❑ Association ❑ Casino
❑ Other (Please Specify) _____

Chain Operator ❑ Local ❑ Regional ❑ National
❑ Independent Operator
Number of Locations _____

❑ Yes, you may use my establishments name as a participant of The Accommodation Program in promotional materials and advertising per my signature below.

Signature _____

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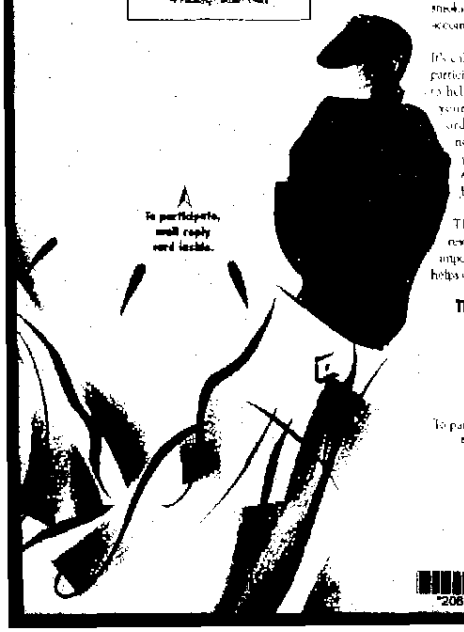
If the booklet has been removed, just call 1-800-929-1414 for more information.

Eight Steps To Becoming An Accommodating Restaurant



Presenting The Accommodation Program.

As a restaurateur, you know that customer service is crucial to the success of your business. And an important part of that service is respecting the preferences of both your non-smoking and smoking customers.

Here is a comprehensive, FREE program that lets your customers know that, whatever their smoking preferences, they'll be respected and accommodated.

It's called The Accommodation Program®. As a participant, you'll receive a complete Source Book to help you implement the program throughout your restaurant's operation. You can also order FREE signage to clearly designate non-smoking and smoking areas throughout your restaurant and identify your establishment as one which welcomes both nonsmokers and smokers.

The Accommodation Program provides resources to help you take charge of this very important aspect of customer service. And it helps you make your customers feel right at home.

The Accommodation Program.

To participate in The Accommodation Program and receive your FREE materials, call

1-800-929-1414

or return the reply card located inside the attached booklet.

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Eight Steps To Becoming An Accommodating Restaurant

An Overview of the 47-page Source Book for Enhancing Customer Service

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If you're looking for

a better way to

serve both non-smokers

and smokers,

we'd like to

bring a few ideas

to the table.

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The Accommodation Program.

Let it work

for

your restaurant.

To participate in The Accommodation Program
and receive your FREE materials, call

1-800-929-1414

or return the reply card located inside the attached booklet.

The Accommodation Program
P.O. Box 5073
Dover, DE 19903-5011

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